**TECHNOLOGY**

# EventAction

## OVERVIEW

EventAction is a prescriptive analytics interface designed to present and explain recommendations of temporal event sequences. EventAction provides a visual analytics approach to (1) identify similar records, (2) explore potential outcomes, (3) review recommended temporal event sequences that might help achieve the users' goals, and (4) interactively assist users as they define a personalized action plan associated with a probability of success. EventAction's usage scenarios include student advising, treatment formulating, customer retention, and sports coaching.

More information and demo videos: http://hcil.umd.edu/eventaction/

Installation instructions: http://hcil.umd.edu/eventaction-distribution/

EventAction is available for Academic/Non-profit and Commercial use licensing. Please contact umventuresstore@umd.edu for more info.

## REQUIREMENTS

EventAction requires the following software and packages to run:

- Python 2.7 – a popular scripting programming language
- Numpy – a fundamental package for scientific computing with Python
- Flask – a Python framework for web applications
- A web browser – we recommend and test using Google Chrome

EventAction is a web application based on the client-server model. The backend is developed in Python using the Flask web framework, which can be deployed remotely on a server machine or locally on a client machine. The frontend is developed in HTML, CSS, and JavaScript, and runs on a web browser. The locally installed version does not require internet and your data will not be transferred from your computer.

## APPLICATIONS

- Academic Advising
- Medical Treatment
- Coaching
- Consumer Behavior

## ADVANTAGES

- Visual, easy to understand results
- User-friendly interface
- Applicable in a wide variety of domains

## CONTACT INFO

UM Ventures
0134 Lee Building
7809 Regents Drive
College Park, MD 20742
Email: umdtechtransfer@umd.edu
Phone: (301) 405-3947 | Fax: (301) 314-9502

## Additional Information

### INSTITUTION

University of Maryland, College Park

### PATENT STATUS

Copyright © University of Maryland

### LICENSE STATUS

Available for exclusive or non-exclusive license

IS-2016-062